BUREAU OF STATISTICS

YUKON ALCOHOL SALES

1998/99

Figures released by the Yukon Liquor Corporation for the fiscal year April 1, 1998 to March 31, 1999 show that 4,267,400 litres of liquor were sold in the Yukon. This volume of liquor was made up of 3,671,200 litres of beer and cider, 313,800 litres of spirits and 282,400 litres of wine.

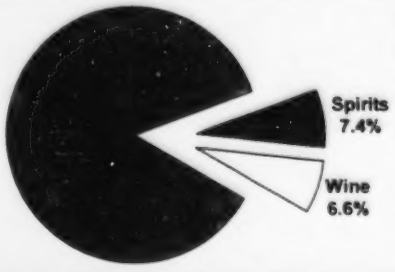
1

Volume of Liquor Sold, in Litres

The 1998/99 figure of 4,267,400 litres of liquor sold represents a **2.2% decrease** from the 1997/98 level of 4,363,100 litres sold.

Over the same period, spirit sales increased 1.7%, beer and cider decreased 2.7% and wine purchases were up by 0.3%.

Beer and cider accounted for 86.0% of total liquor purchases in 1998/99. Spirits were second with 7.4% and wine was third at 6.6%.



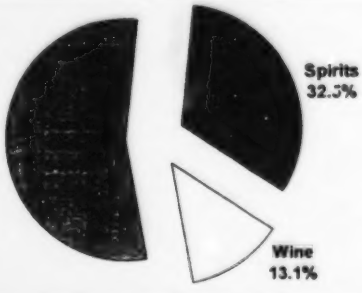
2

Value of Liquor Sold, in Dollars

The 1998/99 sales figure of $18,519,000 of liquor sold represents a **2.9% decrease** from the 1997/98 level of $19,074,000.

Over the same period, revenue from spirits ($6,021,000) decreased 2.2%, wine ($2,417,000) increased 0.3%, and beer ($10,081,000) decreased 4.1%.

Beer and cider accounted for 54.4% of total sales of liquor in 1998/99. Spirits were second with 32.5% and wine last with 13.1% of total sales.

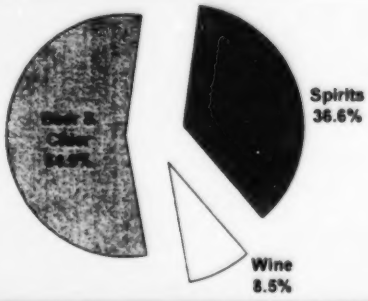


3

Total Volume of Liquor Sold, by Alcohol Content

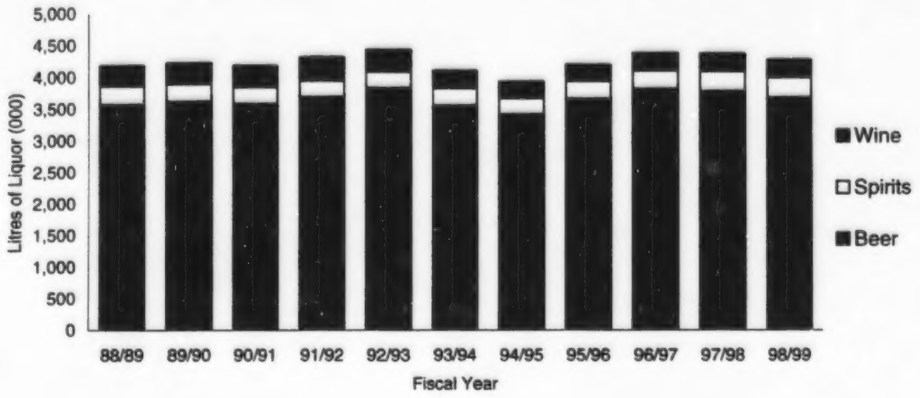
Different types of liquor contain different amounts of absolute alcohol. On average, beer and cider contain 5% alcohol by volume, spirits 39% and wine 10%.

The largest share (54.9%) of total absolute alcohol was purchased in the form of beer & cider. Spirits were second with 36.6% and wine accounted for the remaining 8.5%.



4 Volume of Liquor Sold by Type

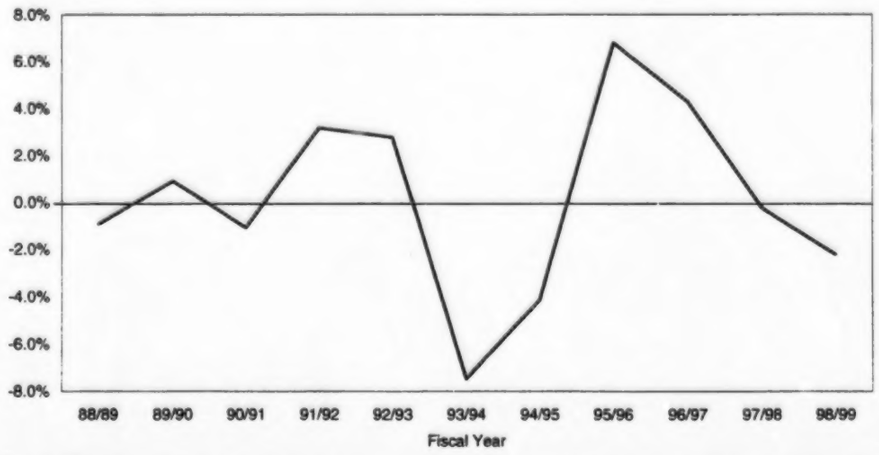
Volume of Liquor Sold by Type, in Litres, Yukon, 1988/89 to 1998/99



The 1998/99 figure of 4,267,400 litres of total liquor sold represents a 2.2% decrease from the 1997/98 level of 4,363,100 litres sold. This is the second year in a row that liquor sales have decreased. The 1997/98 figure was 0.2% lower than the previous year 1996/97, in which 4,373,700 litres of liquor were sold. The highest sales figures over the last ten years were in 1992/93, when 4,428,700 litres of liquor were sold, and the lowest sales figures were in 1994/95, when 3,927,900 litres of liquor were sold.

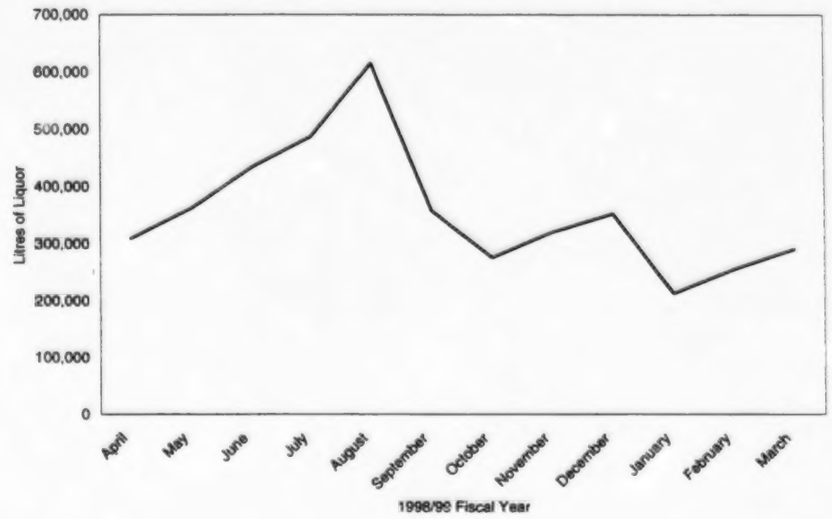
The chart below shows the change in the volume of liquor sold from year to year. The largest decrease in liquor sales occurred between 1992/93 and 1993/94. The largest increase in sales occurred between 1994/95 and 1995/96. A large portion of the change in yearly liquor sales is related to changes in the Yukon population. This is especially true in Faro where the population has fluctuated dramatically following closures of the Anvil mine *(See page 4 for liquor sales by community).*

Percentage Change in the Volume of Liquor Sold, in Litres, Yukon, 1988/89 to 1998/99



5 Volume of Liquor Sold by Month

Volume of Liquor Sold by Month, in Litres, Yukon, 1998/99



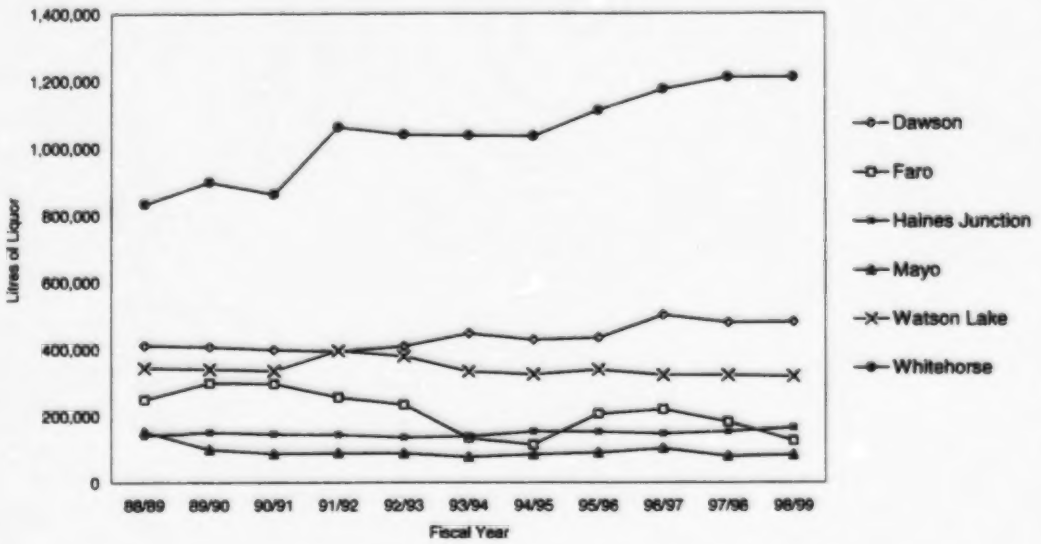
Liquor sales in the Yukon follow a distinct seasonal cycle, peaking in the summer months. In 1998/99, there were 614,964 litres of liquor sold in August, which accounted for 14.4% of the yearly total. In January, there were 212,487 litres of liquor sold, which accounted for only 5.0% of the yearly total. The large number of travellers visting the Yukon and the influx of seasonal workers may be responsible for a portion of the increased sales during the summer months. This should be taken into account when comparing per capita liquor consumption in the Yukon. The table below shows monthly sales figures from 1994/95 to 1998/99.

Volume of Liquor Sold by Month, in Litres, Yukon, 1994/95 to 1998/99

	1994/95	1995/96	1996/97	1997/98	1998/99
April	246,222	259,422	260,905	326,767	308,788
May	336,773	351,862	351,982	366,462	361,749
June	369,063	399,548	414,976	433,741	433,212
July	415,752	467,441	478,427	467,194	486,950
August	517,532	520,087	582,196	539,050	614,964
September	387,048	414,193	457,926	423,773	358,209
October	274,178	298,180	298,716	295,967	275,258
November	300,608	337,289	344,671	349,034	320,290
December	337,446	363,245	386,676	375,113	352,122
January	208,978	201,969	198,327	233,707	212,487
February	257,722	266,327	273,406	274,246	253,767
March	276,563	315,176	325,533	278,031	289,630
Total	**3,927,886**	**4,194,740**	**4,373,742**	**4,363,085**	**4,267,426**

6 Volume of Liquor Sold by Community

Volume of Liquor Sold by Community, in Litres, Yukon, 1988/89 to 1998/99



From 1997/98 to 1998/99 the volume (in litres) of liquor sold in the communities changed as follows:

In Dawson, the volume increased by 0.4%, from 4,792,000 in 1997/98 to 4,810,000 in 1998/99.

In Faro, the volume decreased by 30.9%, from 1,822,000 in 1997/98 to 1,258,000 in 1998/99.

In Haines Junction, the volume increased by 7.2%, from 1,537,000 in 1997/98 to 1,647,000 in 1998/99.

In Mayo, the volume increased by 5.0%, from 796,000 in 1997/98 to 836,000 in 1998/99.

In Watson Lake, the volume decreased by 1.0%, from 3,220,000 in 1997/98 to 3,187,000 in 1998/99.

In Whitehorse, the volume increased by 4.7%, from 12,100,000 in 1997/98 to 12,674,000 in 1998/99.

Notes

Liquor Purchases are based on sales data provided by Yukon Liquor Corporation Annual Reports. The Yukon Liquor Corporation (YLC) is a Yukon Territory crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of all alcoholic beverages in the Territory. The Corporation's fiscal year is from April 1st to March 31st. Sales figures do not include commercial/ home wine and beer making.

Absolute Alcohol volumes are derived from the relative alcohol content of the spirits, beer, and wine sold. The percentages used for alcohol by volume are: spirits 39%, wine 10% and beer 5%.

Yukon
Executive Council Office
Bureau of Statistics

Information Sheet #63.05 - 2000.07
Next Release: 2001.01

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